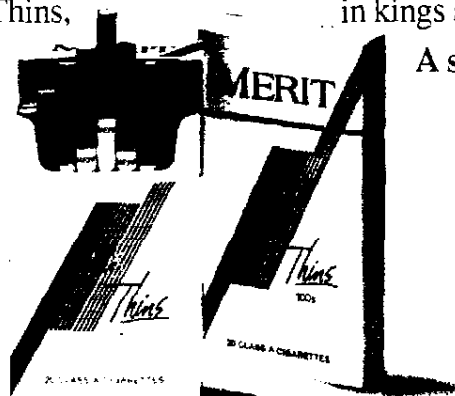


# Smoke thin.

**Merit breakthrough combines a new thin shape and great taste in a remarkable new, low-tar cigarette. Introducing new Merit Thins.**

New Merit Thins may be a little leaner than what you're used to. That's because they have 1/4th less tobacco than regular cigarettes. Yet they're rich tasting because of Merit's exclusive Enriched Flavor.<sup>TM</sup> In fact, new Merit Thins deliver the flavor and smoking satisfaction of leading light cigarettes, but *less tar*. Try one yourself. It could be the start of something big.

New Merit Thins, in kings and 100's.



A solution with Merit.

## New Merit Thins

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

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